

Board of County Commissioners Agenda Request 11

Date of Meeting: August 26, 2003

Date Submitted: August 20, 2003

To: Honorable Chairman and Members of the Board
From: Parwez Alam, County Administrator
Vincent S. Long, Assistant County Administrator
Valerie J. Hubbard, Interim Planning Director
Subject: Approval to Negotiate a Contract with the Strategic Planning Group to Prepare and Conduct the Market Feasibility Study for the Redevelopment of the North Florida Fairgrounds.

Statement of Issue:

This agenda item seeks the Board's approval to negotiate a contract with Strategic Planning Group to prepare and conduct the Market Feasibility Study for Redevelopment of North Florida Fairgrounds.

Background:

The purpose of the Market Feasibility Study is to address the potential for redevelopment of the existing fairgrounds site and to provide a land value appraisal of the current fairgrounds site. For more information on this project, see the attached Request for Proposal (RFP) (Attachment 1#).

At the February 25, 2003 Meeting, the Board authorized staff to advertise an RFP for these services. The advertisement was issued, proposals received, a consultant selection committee was formed, proposals were evaluated, interviews conducted and the firms were ranked for the Board's consideration.

Analysis:

Eight firms responded to the RFP. The Fairgrounds Market Feasibility Study and RFP Committee Consisted of the following members: Lillian Bennett, Chair, Leon County Administration; Gary Johnson, Growth and Environmental Management; Val Hubbard, Planning; Tony Park, Public Works; and Rick Fausone, Planning. The Committee reviewed the eight proposals based upon the criteria stated in the RFP including M/WBE participation. The three top ranked firms were selected for interviews and interviews were conducted.

The three short-listed firms were scored and ranked, based on the interview and the criteria stated in the RFP (Attachment #2). The final ranking of the short-listed firms is as follows:

Rank	Applicant Name	Average Score
1	Strategic Planning Group	91.4
2	Renaissance Planning Group	85.4
3	Moore Bass Consulting	83.4

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The only concern the selection committee had with respect to the Strategic Planning Group was the absence of

M/WBE participation. However, the firm has committed to working with the County's M/WBE office to find an M/WBE-certified subcontractor to work on the project, most likely in the area of public involvement. Once the Board approves the selection, staff will negotiate a contract with the consultant. Staff is requesting authorization to execute the contract in an amount not to exceed the budgeted \$55,000.

As part of the public input program, the consultant will meet with the Fairgrounds Citizen Advisory Committee. In addition, once the consultant has been hired, a focus group of local developers and real estate professionals will be assembled to provide further insight. The Economic Development Council (EDC) committed to hosting a meeting between the consultant, representatives of the Fairgrounds Citizen Advisory Committee, local developers and real estate professionals (Attachment #3).

Options:

1. Direct staff to negotiate an agreement that includes M/WBE participation with Strategic Planning Group to prepare and complete a Market Feasibility Study for the redevelopment of the North Florida Fairgrounds.
2. Authorize the Chairman to execute the contract, not exceeding the approved amount of \$55,000.
3. Board direction.

Recommendation:

Options #1 and #2.

Attachments:

1. Request for Proposal for Market Feasibility Study for Redevelopment of North Florida Fairgrounds.
2. Evaluation Criteria and Scoring
3. Letter from EDC, dated July 30, 2003





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Attachment # 9

July 30, 2003

Ms. Lillian Bennett
Assistant to the County Administrator
Leon County
301 S. Monroe Street
Tallahassee, Florida 32301

Dear Ms. Bennett:

It has been a pleasure serving on the North Florida Fairground Community Advisory Committee. I applaud the efforts and leadership that both you and Mr. Gary Johnson have put into this project. As the Committee continues to move forward, the Economic Development Council of Tallahassee/Leon County (EDC) is dedicated to the successful redevelopment of what is currently the North Florida Fairgrounds site. The EDC remains very interested and involved in economic development, particularly redevelopment opportunities, on the Southside.

At the last meeting I had the opportunity to briefly review the responses, from the three companies, to the RFP for the Fairgrounds Feasibility Study. I would like to recommend that once the consultant has been secured, a focus group of local developers and real estate professionals be assembled to provide insight based on their first-hand experiences and expertise in the Tallahassee/Leon County market. In the spirit of partnership, the EDC will commit to hosting a meeting between the consultant, representatives from the Fairground Community Advisory Committee, local developers and real estate professionals should this recommendation be accepted.

I believe that important synergies can result from this type of interaction. At the least, the consultant can gain a thorough view of the trends and influences characterizing the local economy.

Thank you for keeping the EDC engaged in the development of this project. Should you have any questions or comments, please contact me at 850.224.8116 or via e-mail at rnixon@taledc.com.

Sincerely,


Rob Nixon,

Vice-President of Business Development- Expansion/Retention

CC: Commissioner Tony Grippa, Chairman, Leon County
Mayor John Marks, City of Tallahassee